

## CLAIMS

### What is claimed is:

1 1. A method comprising:  
2 receiving a product attribute and a product cost corresponding to a product from a vendor  
3 via a communications network;  
4 determining a sale price for said product utilizing said product cost;  
5 determining a competitive price for said product utilizing said product attribute;  
6 comparing said sale price to said competitive price; and  
7 automatically displaying said product for sale on a website at said sale price in response  
8 to said comparison.

1 2. The method as set forth in claim 1, wherein determining a sale price for said product  
2 utilizing said product cost comprises applying a sale price modification factor to said product  
3 cost, wherein said sale price modification factor is selected based upon said product cost.

1 3. The method as set forth in claim 1, wherein said product comprises a gemstone and  
2 determining a competitive price for said product utilizing said product attribute comprises:  
3 defining a cut grade for said gemstone in response to receiving said product attribute; and  
4 determining a competitive price for said gemstone utilizing said cut grade.

1 4. The method as set forth in claim 3, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight, defining a cut grade for said gemstone in response to receiving said product attribute comprises defining a cut grade for said gemstone utilizing said cut characteristic, and determining a competitive price for said product utilizing said product attribute further comprises:

determining a first price for said gemstone utilizing said first plurality of product attributes; and

determining a second price for said gemstone utilizing said first price and said cut grade.

5. The method as set forth in claim 4, wherein receiving a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight comprises receiving a cut characteristic selected from the group consisting of: a shape, a depth percentage, a pavilion depth, a table percentage, a table size, a crown percentage, a crown angle, a pavilion angle, a culet size, a girdle thickness, a faceting style, and a length-to-width ratio.

6. The method as set forth in claim 4, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a second plurality of product attributes including a polish grading, a symmetry grading, a fluorescence grading, and a lab certification identifier, and

5 determining a competitive price for said product utilizing said product attribute further  
6 comprises determining a competitive price for said gemstone utilizing said second price and said  
7 second plurality of product attributes.

1 7. The method as set forth in claim 6, wherein determining a competitive price for said  
2 gemstone utilizing said second price and said second plurality of product attributes comprises:

3 defining a competitive price modification factor for one of said second plurality of  
4 product attributes utilizing said first plurality of product attributes; and

5 determining a competitive price for said gemstone utilizing said second price and said  
6 competitive price modification factor.

1 8. The method as set forth in claim 4, wherein said gemstone comprises a fancy cut  
2 diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut grade for  
3 said gemstone utilizing said cut characteristic comprises defining a cut grade for said gemstone  
4 utilizing said length-to-width ratio.

1 9. The method as set forth in claim 1, wherein:

2 comparing said sale price to said competitive price comprises:

3 defining a range of price values utilizing said competitive price; and

4 determining whether said sale price is within said range of price values;

5 and further wherein automatically displaying said product for sale on a website at said  
6 sale price in response to said comparison comprises displaying said product for sale on said  
7 website in response to a determination that said sale price is within said range of price values.

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1 10. The method as set forth in claim 1, wherein:  
2 comparing said sale price to said competitive price comprises:  
3 calculating a difference between said competitive price and said sale price;  
4 and further wherein automatically displaying said product for sale on a website at said  
5 sale price in response to said comparison comprises:  
6 comparing said difference between said competitive price and said sale price to a  
7 predefined threshold; and  
8 displaying said product for sale on said website in response to a determination  
9 that said difference is less than or equal to said predefined threshold.

1 11. The method as set forth in claim 1, wherein:  
2 comparing said sale price to said competitive price comprises:  
3 calculating a ratio of said sale price to said competitive price;  
4 and further wherein automatically displaying said product for sale on a website at said  
5 sale price in response to said comparison comprises:  
6 comparing said ratio of said sale price to said competitive price to a predefined  
7 threshold; and  
8 displaying said product for sale on said website in response to a determination  
9 that said difference is less than or equal to said predefined threshold.

1 12. A machine-readable medium having a plurality of machine-executable instructions  
2 embodied therein which when executed by a machine, cause said machine to perform a method  
3 comprising:

4 receiving a product attribute and a product cost corresponding to a product from a vendor  
5 via a communications network;  
6 determining a sale price for said product utilizing said product cost;  
7 determining a competitive price for said product utilizing said product attribute;  
8 comparing said sale price to said competitive price; and  
9 automatically displaying said product for sale on a website at said sale price in response  
10 to said comparison.

1 13. The machine-readable medium as set forth in claim 12, wherein determining a sale price  
2 for said product utilizing said product cost comprises applying a sale price modification factor to  
3 said product cost, wherein said sale price modification factor is selected based upon said product  
4 cost.

1 14. The machine-readable medium as set forth in claim 12, wherein said product comprises a  
2 gemstone and determining a competitive price for said product utilizing said product attribute  
3 comprises:  
4 defining a cut grade for said gemstone in response to receiving said product attribute; and  
5 determining a competitive price for said gemstone utilizing said cut grade.

1 15. The machine-readable medium as set forth in claim 14, wherein:  
2 receiving said product attribute and said product cost corresponding to said product  
3 further comprises receiving a cut characteristic and a first plurality of product attributes  
4 including a shape, a color grading, a clarity grading, and a weight,

5 defining a cut grade for said gemstone in response to receiving said product attribute  
6 comprises defining a cut grade for said gemstone utilizing said cut characteristic, and  
7 determining a competitive price for said product utilizing said product attribute further  
8 comprises:  
9 determining a first price for said gemstone utilizing said first plurality of product  
10 attributes; and  
11 determining a second price for said gemstone utilizing said first price and said cut  
12 grade.

1 16. The machine-readable medium as set forth in claim 15, wherein receiving a cut  
2 characteristic and a first plurality of product attributes including a shape, a color grading, a  
3 clarity grading, and a weight comprises receiving a cut characteristic selected from the group  
4 consisting of: a shape, a depth percentage, a pavilion depth, a table percentage, a table size, a  
5 crown percentage, a crown angle, a pavilion angle, a culet size, a girdle thickness, a faceting  
6 style, and a length-to-width ratio.

1 17. The machine-readable medium as set forth in claim 15, wherein:  
2 receiving said product attribute and said product cost corresponding to said product  
3 further comprises receiving a second plurality of product attributes including a polish grading, a  
4 symmetry grading, a fluorescence grading, and a lab certification identifier, and  
5 determining a competitive price for said product utilizing said product attribute further  
6 comprises determining a competitive price for said gemstone utilizing said second price and said  
7 second plurality of product attributes.

1 18. The machine-readable medium as set forth in claim 17, wherein determining a  
2 competitive price for said gemstone utilizing said second price and said second plurality of  
3 product attributes comprises:  
4 defining a competitive price modification factor for one of said second plurality of  
5 product attributes utilizing said first plurality of product attributes; and  
6 determining a competitive price for said gemstone utilizing said second price and said  
7 competitive price modification factor.

1 19. The machine-readable medium as set forth in claim 15, wherein said gemstone comprises  
2 a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut  
3 grade for said gemstone utilizing said cut characteristic comprises defining a cut grade for said  
4 gemstone utilizing said length-to-width ratio.

1 20. The machine-readable medium as set forth in claim 12, wherein:  
2 comparing said sale price to said competitive price comprises:  
3 defining a range of price values utilizing said competitive price; and  
4 determining whether said sale price is within said range of price values;  
5 and further wherein automatically displaying said product for sale on a website at said  
6 sale price in response to said comparison comprises displaying said product for sale on said  
7 website in response to a determination that said sale price is within said range of price values.

1 21. The machine-readable medium as set forth in claim 12, wherein:  
2 comparing said sale price to said competitive price comprises:

calculating a difference between said competitive price and said sale price;  
and further wherein automatically displaying said product for sale on a website at said  
sale price in response to said comparison comprises:  
comparing said difference between said competitive price and said sale price to a  
predefined threshold; and  
displaying said product for sale on said website in response to a determination  
that said difference is less than or equal to said predefined threshold.

22. The machine-readable medium as set forth in claim 12, wherein:

comparing said sale price to said competitive price comprises:  
calculating a ratio of said sale price to said competitive price;  
and further wherein automatically displaying said product for sale on a website at said  
sale price in response to said comparison comprises:  
comparing said ratio of said sale price to said competitive price to a predefined  
threshold; and  
displaying said product for sale on said website in response to a determination  
that said difference is less than or equal to said predefined threshold.

23. A data processing system comprising:

a storage device to receive a product attribute and a product cost corresponding to a  
product from a vendor via a communications network;  
a processor to determine a sale price for said product utilizing said product cost  
and a competitive price for said product utilizing said product attribute and to compare said sale  
price to said competitive price; and



7 a display device to automatically display said product for sale on a website at said sale  
8 price in response to said comparison.

1 24. The data processing system as set forth in claim 23, wherein said product comprises a  
2 gemstone and said processor to determine a competitive price for said product utilizing said  
3 product attribute comprises a processor to define a cut grade for said gemstone utilizing said  
4 product attribute, and to determine a competitive price for said product utilizing said cut grade.

1 25. The data processing system as set forth in claim 24, wherein:

2 said storage device to receive a product attribute and a product cost corresponding to a  
3 product from a vendor via a communications network comprises a storage device to receive a cut  
4 characteristic and a first plurality of product attributes including a shape, a color grading, a  
5 clarity grading, and a weight;

6 said processor to define a cut grade for said gemstone utilizing said product attribute  
7 comprises a processor to define a cut grade for said gemstone utilizing said cut characteristic;  
8 and

9 said processor to determine a competitive price for said product utilizing said product  
10 attribute further comprises a processor to determine a first price for said gemstone utilizing said  
11 first plurality of product attributes and to determine a second price for said gemstone utilizing  
12 said first price and said cut grade.

1 26. The data processing system as set forth in claim 25, wherein said gemstone comprises a  
2 fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and said processor

- 3 to define a cut grade for said gemstone utilizing said cut characteristic comprises a processor to
- 4 define a cut grade for said gemstone utilizing said length-to-width ratio.

Application of the cut grade to the gemstone is based on the cut grade and the length-to-width ratio.